



SHOOT BRIEF

Creative Brief: Boxing

Keyword Code: **BOXFEB19**

With its focus on training, competition, perseverance, and discipline, boxing is a sport that's loaded with conceptual ideas that bleed much further into themes beyond its literal interpretation.

Shot List Thought-Starters:

- Shadow boxing
- Throwing fists toward camera
- Hitting bag
- Jump roping
- Training with battle rope
- Situps/pushups
- Boxer portraits
- Boxer hitting pads
- Wrapping/taping hands

Suggested Keywords: Toughness, Energy, Preparation, Dedication, Aggression, Competitiveness, Strength, Endurance

Boxing

Typical Users: Tech Services, Communications Industry, Credit Card Companies, Financial and Insurance Institutions, Food and Beverage Industry

Pro-Tip:

Cast another boxer for sparring and training, if possible. Get coverage with a variety of angles on your subject with varied camera speeds.

Casting Considerations: Gender and Race Diversity. Authenticity and diversity will play an important role in the success of your shoot.

Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

Submission Checklist:

- Remember to tag your clips with the keyword code: **BOXFEB19**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords